

ENERGY STAR® Fall Lighting Newsletter

Lighting the Way to a Brighter Future



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Energizing 2019 Products Partner Meeting in Charlotte, NC

From retail, to efficiency program managers, to product manufacturers, and to builders, the ENERGY STAR Partner Meeting was full of collaboration and thought provoking conversations. Partners collaboratively evaluated market data and strategies for efficiency programs, discussed technology breakthroughs, and energized each other in the quest for greater adoption of ENERGY STAR certified technologies. The meeting was co located with ENERGY STAR Residential Homes meetings which brought even more ENERGY STAR players together. Several lighting products partners participated across meetings. EPA presented a panel on "What's so Special About Specialty Bulbs?" that highlighted opportunities to promote and incentivize the sale of specialty lighting. We also heard from experts on the panel "Everyone Gets a Star" about ways to successfully drive sales of ENERGY STAR certified bulbs and deliver energy savings to underserved communities.

Visit the [2019 ENERGY STAR Products Partner Meeting website](#) to learn more about these presentations and more.

ENERGY STAR Partner of the Year Awards: Applications are Now Live!



EPA and DOE honor organizations that have made outstanding contributions to protecting the environment through energy efficiency during the annual ENERGY STAR Partner of the Year Awards. **Applications are currently live and can be found [here](#).** The deadline for applying will be early December. Applicants will receive notice on whether they received a 2020 award mid-February. 2020 award winners will be recognized at the ENERGY STAR Awards Ceremony in Washington, D.C. on Thursday, April 2, 2020. Learn more about this year's application process and last year's ceremony here: <http://www.energystar.gov/about/awards>.

Questions? Partners may contact their account manager or email awards@energystar.gov.

Choosing a Light Bulb is as Easy as 1-2-3

Finding the right light bulb just got a whole lot easier with the new and improved [ENERGY STAR Choose a Light Guide](#). Offering consumers a simple path to picking the right light for every room and occasion, the tool addresses three important bulb characteristics.

Users follow simple steps to brighten their homes with energy efficient lighting:

- Choose the shape
- Choose the color
- Choose the brightness

The tool is mobile-friendly, so consumers can identify their desired bulb quickly and on-the-go!



Updates to Lamps, Luminaires, and Fan Specifications

On August 15th 2019, EPA finalized minor adjustments to the ENERGY STAR Luminaires specification, reflected in Version 2.2. Current certifications will not be affected by these changes. Version 2.2 adjustments include: the addition of ANSI/IES LM-79-19 as a new acceptable measurement method, inclusion of products with integral battery packs for emergency light source operation, clarifications for the definition of inseparable "other" luminaire types, and updates to the Qualified Product Exchange forms to simplify model certifications that could be considered more than one luminaire type. One of the most exciting updates in Version 2.2 is the inclusion of personal device charging. Products like portable floor and desk task lights with integrated USB chargers and AC outlets are now included in the scope of the Luminaires specification. The [ENERGY STAR specification for Luminaires Version 2.2](#) and the cover memo with its release can be found at www.energystar.gov/luminaires. There are no new versions currently in development.

Light the Moment

Light the Moment with ENERGY STAR is an annual effort to drive sales and adoption of energy-efficient, ENERGY STAR certified LED bulbs. The focus is on both the emotional and rational aspects of lighting to capture consumer interest and imagination, accompanied by meaningful engagement opportunities for you, our partners. Campaign materials address product benefits while resonating on an emotional level and emphasize what sets ENERGY STAR certified LED bulbs apart from other bulbs, namely:

- Quality: Whatever the moment, there's an ENERGY STAR certified LED light perfect for maximizing the impact.
- Light Distribution: ENERGY STAR LED bulbs light the small, intimate moments AND the big, busy ones.
- Long life: Lasting over 12 years, an ENERGY STAR certified LED bulb will be there for all the special moments.
- Environmental Protection: Protecting the planet for future generations so we can continue to experience these moments for years to come.

Messaging and creative assets are now available at energystar.gov/products/tools_resources and include:

- Campaign messaging
- Example POP
- POP Building Blocks
- Digital Advertising, and more

See the [2020 Outreach Plan Calendar](#) for specifics on tactics and timing for the year to see how you can support the movement.

Contact changetheworld@energystar.gov for more information.



Free ENERGY STAR Marketing Resources!

Check out the [ENERGY STAR Lighting Resources page](#) to access factsheets, infographics, marketing tools, and more. Use these resources to engage and educate your consumers, colleagues, and social media followers. You might also learn a thing or two!

For Consumers:

- [Choose a Light Guide](#)
- [Renovate with LED Lighting Factsheet](#)
- [Ask the Expert](#)
- [Dimmable ENERGY STAR Infographic](#)
- [Light Bulb Purchasing Guide](#)
- [Lighting made Easy Infographic](#)
- [ENERGY STAR Lighting FAQs "Ask the Expert" Video](#)
- [Light Bulbs Product Finder](#)
- [Light Fixtures Product Finder](#)
- [The Energy Source](#)

Partner Resources:

- [ENERGY STAR Products Partner Meeting](#)
- [ENERGY STAR Lighting Training Center](#)

COLOR/APPEARANCE

ENERGY STAR certified bulbs are available in a wide range of colors. Light color, or appearance, matches a temperature on the Kelvin scale (K). Lower K means warmer, yellowish light, while higher K means cooler, bluer light.



Lighting Made Easy
Just Look for the ENERGY STAR®

- ★ Independently certified to deliver efficiency and performance
- ★ Same brightness (lumens), 90% less energy (watts)
- ★ Lasts 15 times longer = big \$ savings
- ★ Help protect the environment and prevent climate change

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Questions?

As always please feel free to send us any questions or suggested topics for our next newsletter.



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